

IN THIS  
ISSUE WE...

DEMOLISH  
FULL HOUSE

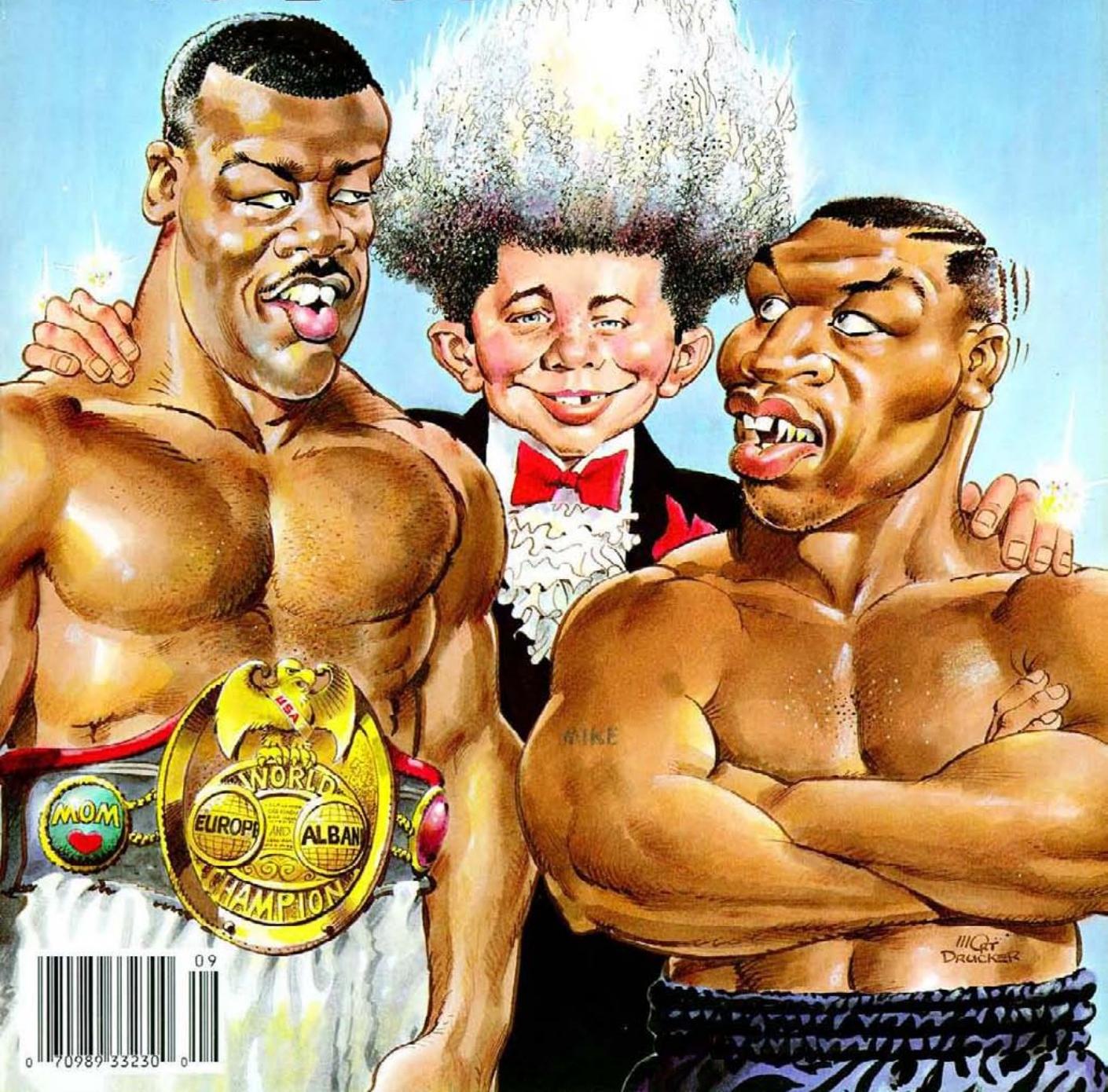
SLIME  
EXXON

TORPEDO  
RED OCTOBER

No.  
297  
Sept.  
1990

# MAD

Our  
Price  
\$1.75  
Champ!

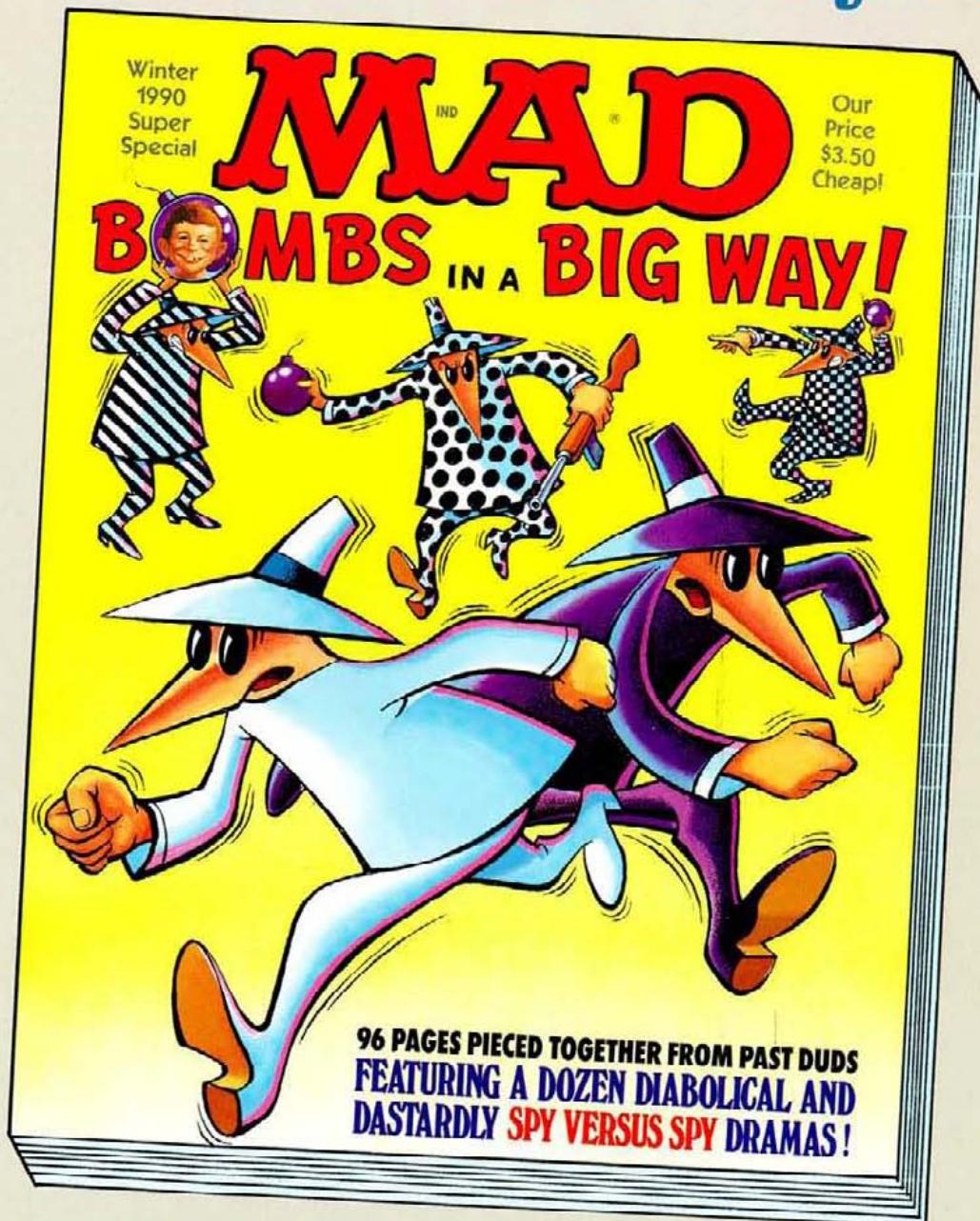


09

0 70989 33230 0

# RUN FOR COVER!!!

As Well As the Other 96 Pages of...



**IT'S TICKING AWAY AT A NEWSSTAND NEAR YOU!  
BUY IT NOW BEFORE IT GOES OFF-SALE!**

# MAD

"The world is a place that's gone from being flat to round to crooked!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*  
 CHARLIE KADAU, JOE RAIOLA, SARA F. FRIEDMAN *associate editors*  
 DICK DE BARTOLO *creative consultant*  
 JACK ALBERT *lawsuits* ANNE GAINES *logistics*  
 GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*  
 CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

## DEPARTMENTS

### A SHOW OF DEFECTON DEPARTMENT

"Hunt for Last October" (A MAD Movie Satire) ..... 43

### ALPHABET POOP DEPARTMENT

What Corporate Initials Really Stand For ..... 22

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of ..... 26

### ENDORSE OF A DIFFERENT COLOR DEPARTMENT

When TV Sports Advertisers Decide to Sponsor  
More than Just Kickoffs and Home Runs ..... 31

### FRANK ON A ROLL DEPARTMENT

"The Oil" ..... 24

### GROWING UP ALL OVER THE PLACE DEPARTMENT

12 Sure Signs that You've Reached Adulthood ..... 10

### IT'S A NO DARWIN SITUATION DEPARTMENT

A MAD Guide to Devolution ..... 12

### JOKE AND DAGGER DEPARTMENT

Spy vs. Spy ..... 14

### LETTERS AND TOMATOES DEPARTMENT

Random Samplings of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" by Sergio Aragones ..... \*\*

### OUT-TAPES DEPARTMENT

"America's Phoniest Home Videos Visits Fool House"  
(A MAD TV Satire) ..... 4

### SERGE-IN GENERAL DEPARTMENT

A MAD Look at Boxing ..... 19

### SLIDING DOWN THE BARRISTER DEPARTMENT

MAD Visits a Modern Day Law School ..... 35

### SMOKE GETS IN THEIR LIES DEPARTMENT

"Choke" (The Magazine for People Who Enjoy Smoking) ..... 15

### STRING FEVER DEPARTMENT

Un-Official Yo-Yo Tricks Every Kid Knows ..... 48

### TALES FROM THE DUCK SIDE DEPARTMENT

The Lyrical Latin Lalapalooza ..... 9

The Torturous Trapeze Travesty ..... 34

The Sadistic Sharpshooter's Stunt ..... 39

### WHEN EAT MEETS JEST DEPARTMENT

Fooling with Food ..... 40

\*\*Various Places Around the Magazine

FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: BOB CLARKE BACK COVER WRITER: DUCK EDWING

**MAD** (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$69.75. Outside U.S.A.: 8 issues \$17.75 or 24 issues \$43.75 or 40 issues \$69.75. Entire contents copyright © 1990 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request that manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

## VITAL FEATURES

"AMERICA'S PHONIEST HOME VIDEOS VISITS FOOL HOUSE"  
(A MAD TV SATIRE)  
Pg. 4



12 SURE SIGNS THAT YOU'VE REACHED ADULTHOOD  
Pg. 10

"CHOKE"  
(THE MAGAZINE FOR PEOPLE WHO ENJOY SMOKING)  
Pg. 15



A MAD LOOK AT BOXING Pg. 19

"HUNT FOR LAST OCTOBER"  
(A MAD MOVIE SATIRE)  
Pg. 43



UNOFFICIAL YO-YO TRICKS  
EVERY KID KNOWS Pg. 48

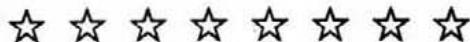
What scholar doesn't know the famous poem:

"HE STUCK AN ARROW IN HIS HAIR,  
TO SNAG AN APPLE FROM THE AIR."

Well, now you can buy the book that's even more screwed up than those scholars! Namely



This book, greeted with thunderous applesauce when it first appeared, is available wherever magazines and rotten fruit are sold!



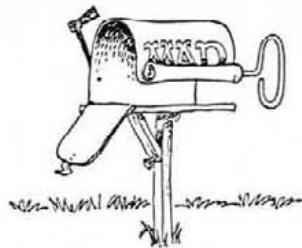
#### PUNS ON THE RUN

I just bought MAD #294. Your ad for the College of Sock Repair really *stunk!* Who's the *knitwit* that thought it up? Your cartoon about the Exxon oil spill wasn't *slick* either. In fact, it was rather *crude*! I think your "Old McDonald" song should be *put out to pasture*! It belongs on a *funny farm*!

David A. Hoffman  
Pittsburgh, PA

David—You've been breathing in way, way too much of that Pittsburgh air!—Ed.

#### LETTERS AND TOMATOES DEPT.



#### "MOST WANTED JERKS"

Yo, dummies! You screwed up once again! In MAD #295's "America's 9 Most Wanted Jerks" there were 10! You forgot to count the Maggot Twins (Ruta and Rita) as two people!

Berry Hall  
Rome, OH

And YOU bounce that total right up to 11 now, don't ya, Berry! Thanks for writing!—Ed.

#### ALL BRENT OUT OF SHAPE

MAD E.S.P. strikes again! In your March, 1990 issue (#293) you presented your "12-Point Plan For Improving America (Without Spending More Tax Dollars)." Number two read, "Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned." Lo and behold! On April 1st, Brent was canned by CBS!

John Devine  
East Aurora, NY

John—We publish humorous articles, and never intend for our suggestions to be taken seriously. Unfortunately, the dimwitted numbskull CBS executives who read our article didn't seem to realize this. Go know!—Ed.

#### WHAT'S WRONG WITH THIS PERSON?

I am an eighth grader at the Johnsbury, IL, Junior High. Our literature instructor requires us to study (of all things) MAD as part of our satire unit. I also did a research paper for this class dealing with punishment and justice during the Middle Ages. The enclosed picture is of the 3-D project

#### MORON MAIL—SPECIAL ILLUSTRATED EDITION



Nick Caruso, Jr. of Staten Island, NY sent us this drawing of MAD publisher William Gaines in a tutu. Fa fal Bill has never looked lovelier!

#### A LOAD OF HOT AIR

I have to point out that the balloons filled with oxygen would not float to the ceiling as you have pictured in issue #294's "The MAD 'Don't' Book." As long as my kids are going to read MAD instead of their textbooks, you should endeavor to get your facts straight!

Donald L. Smith  
Indianapolis, IN

We've got you there, Donnial! Those weren't balloons! Next time, get your facts straight!—Ed.

that went along with the paper. This project has led me to a great million-dollar idea that I am willing to share with you. Presenting the new line of every girl's favorite doll: "Torture Me Barbie"!

Heidi Ladenburger  
Palatine, IL



Mistress Heidi—Provocative letter, but we have one question: Are you sure you wanted this letter to come to us and not the booking agent for Geraldo? In any case, we've taken

the liberty of forwarding your picture to MAD's own Al Jaffee, who is incorporating it into his upcoming feature, "Snappy Moans to Stupid Tortures!"—Ed.

## SUBSCRIPTION LETTER OF THE MONTH

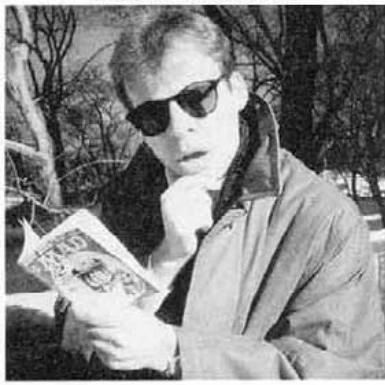
I'm writing to you in anger! In your subscription ad, the 8-issue offer #3 says "You save a measly quarter." That's bogus! You won't save a measly quarter unless you send the subscription form in an envelope without a stamp!

Scott Braden  
Barstow, CA

Good point. So you'd better subscribe now before postal rates go up and you wind up losing a nickel on the deal! Of course, you've already spent a quarter sending us your letter, plus the \$1.75 for this issue to read our answer to your letter, and the... Oh, by the way, did you see the picture of Bill Gaines next to your letter? He really looks lovely, doesn't he? We bet you've never seen legs like that in Barstow! Well, got to go answer another letter. Bye!

—Ed.

### LESS IS MORANIS



Honey, I Shrunk the Kids star Rick Moranis strains his eyes trying to read our satire "Funny to Shrink the Kids" in a special shrunken edition of MAD #292. Being MAD, of course, the one thing we didn't shrink in the issue was the price!

### FLUTNEY—EXPOSED!

Regarding Duck Edwing's reference to the "Flutney Inertia Theory" in "the Long-winded Laboratory Liquidation" (MAD #295), I recall an article you did a long time ago. It was about a sport called 43-Man Squamish, which is played on a five-sided field called a "Flutney." Coincidence or not?

Gary Peterson  
Portland, OR

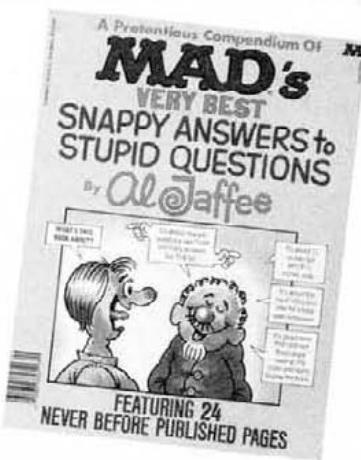
MAD will not tolerate plagiarism from anyone. We've been having trouble with Edwing lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Next issue, look for our all-new one-page features by "Snake" Porges! —Ed.



Please Address All Correspondence To:  
MAD, Dept. 297, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

# SUBSCRIBE TO MAD! SAVE \$\$\$! GET FREE BOOKS! BIG DEAL!



**OFFER #1** 40 ISSUES SAVE \$16.25 off the newsstand price  
**AND GET AL JAFFEE'S "VERY BEST SNAPPY ANSWERS TO STUPID QUESTIONS"**  
**AND FRANK JACOB'S "MAD ZAPS THE HUMAN RACE" ABSOLUTELY FREE!**

I ENCLOSE \$53.75.\* Please send me the next 40 issues of MAD... **plus** "Very Best Snappy Answers" and "Mad Zaps the Human Race" free!

**OFFER #2** 24 ISSUES SAVE \$8.25 off the newsstand price  
**AND GET AL JAFFEE'S "VERY BEST SNAPPY ANSWERS TO STUPID QUESTIONS"**  
**OR FRANK JACOB'S "MAD ZAPS THE HUMAN RACE" ABSOLUTELY FREE!**

I ENCLOSE \$33.75.\* Please send me the next 24 issues of MAD... **plus**  "Very Best Snappy Answers" or  "Mad Zaps the Human Race" free! (Check one.)

**OFFER #3** 8 ISSUES SAVE A MEASLY ROTTEN QUARTER  
**AND GET NO BOOKS!** (Don't be a schmuck! Go for one of the other offers!)

I ENCLOSE \$13.75.\* Please send me the next 8 issues of MAD... I don't want MAD Books, but please let me know when you offer tofu wienies!

CHECK HERE IF RENEWAL

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

485 MADison Avenue **MAD** New York, New York 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ARE YOU RELATED  
TO CHER?

\*OUTSIDE U.S.A. (including Canada), \$17.75 for 8 issues or \$43.75 for 24 issues or \$69.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mail so CHECK OR MONEY ORDER PREFERRED!

**OUT-TAPES DEPT.**



Hi, I'm **Bob Saggy**, and I currently appear on **two hit tv shows!** On **one** show people all over America send in **video clips** that show them doing **ridiculous things** that make them look **stupid!** The **other show** is a **sitcom** where the **cast** does ridiculous things and we're **all** made to look stupid! Mad now presents some of **my own home videos**, shot on **location** of my sit-com ...

**AM  
VI**

Let's meet the **cast**! First I'll introduce the youngest of my three daughters, Zitwell! All she can say is mostly, "Right on, dude!"

Right on, dude!

See?

So you won't be **confused**, Zitwell's the adorable **three-year-old**! I'm **Stephoney**, the adorable **seven-year-old**!

I'm **D.O.A.**, the adorable **13-year-old**!

I'm **Pesty**, the adorable **26-year-old**!

I'm **Jokey**, the adorable **25-year-old**!

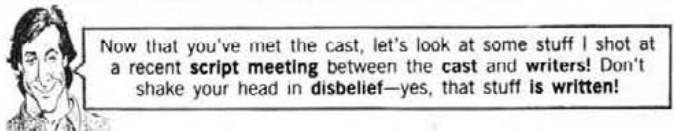
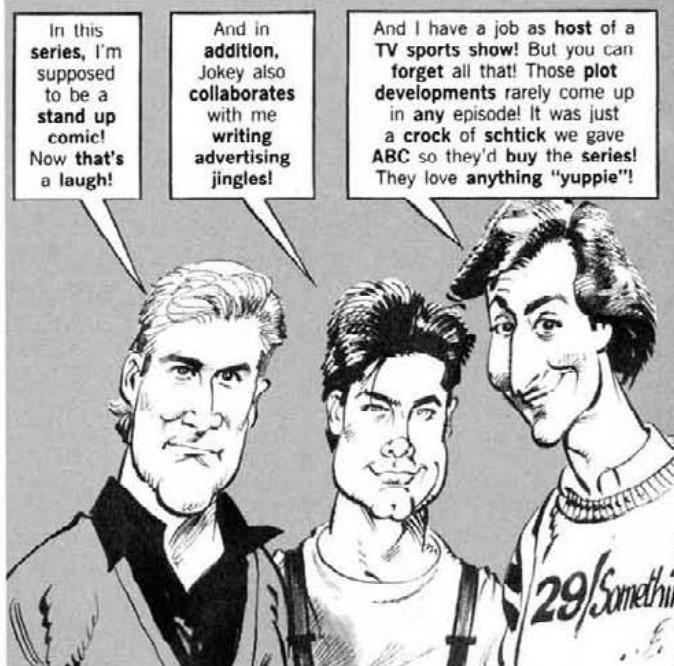
Oh, no! The gaffer fell! He's as good as dead!



# ERICA'S PHONIEST HOME VIDEOS SITS FOOL HOUSE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



I want to talk about some of my lines on this week's show! First, I come into the kitchen and say, "Who wants eggs?" Then I say, "Scrambled or poached?"

So what's wrong with that?

Why waste my two funniest lines in the very same scene? Let's spread them out over the show!



And then we have our own special ways of getting a full studio audience ...

See a taping of "Fool House"? I have a weak stomach! I was told I'd see a taping of The Wonder Years!

Oh, you must have misunderstood! We said come to this taping and you'll wonder if you've been here for years!

MAGIC

V

But they told me I would be seeing a taping of thirty-something!

No, no, no! We said you'd see thirty minutes of something!



This is the guy who tells the audience jokes, funny stories, and humorous anecdotes—the stuff that you never see on the show! In the business it's known as the "warm up"! Here's our own Biff Lardo "working" the studio audience!



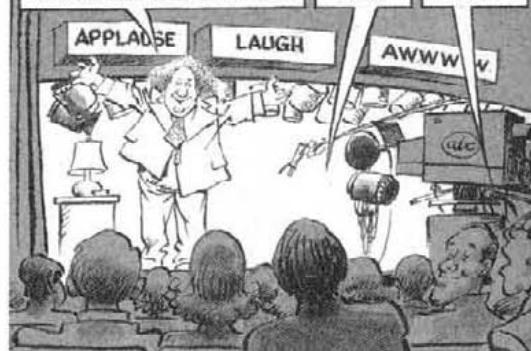
Now what do you think you're expected to do here?

Throw up? Heave? Barf?

No, no, no! Not what you'd like to do! What you're expected to do! And you're expected to laugh!!



I know you're all familiar with the "APPLAUSE" sign, but on this show we have added two signs! The "LAUGH" sign will light at the end of every line of dialogue! This "AWWWWW" sign will light up every time someone kisses someone else!



While the ushers continue to chain the audience to their seats, I'll show you some other behind-the-scenes points of interest! Here's where the show's fan mail is handled!



People have asked if we've ever won any awards!

Well, as hard as it is to believe, the answer is "Yes!" We're very proud of this! Years ago, a comedy writer invented the "one-liner"! But we're the first TV sit-com to pioneer the hilarious "no-liner"! We've framed some of our most famous ones!



Mr. Saggy, we're from the San Francisco Chamber of Commerce! We have a special check made out to your show!

See what I mean? We've just won another award!

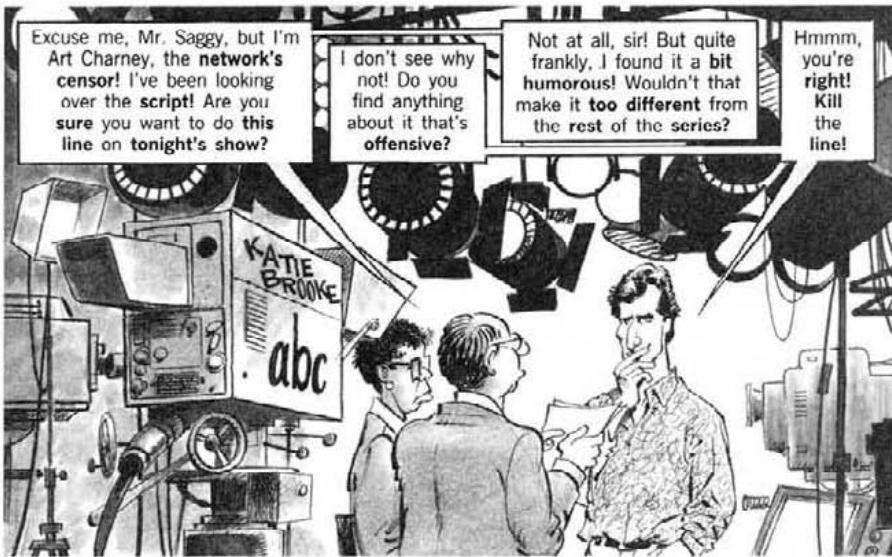
Not exactly! We'd like you to use this \$5,000 to shoot a new opening for your show so that it doesn't identify the city your show takes place in as San Francisco! Or, we'll give you \$10,000 if you can make it look like Los Angeles!

Ten minutes to tape time, gang!

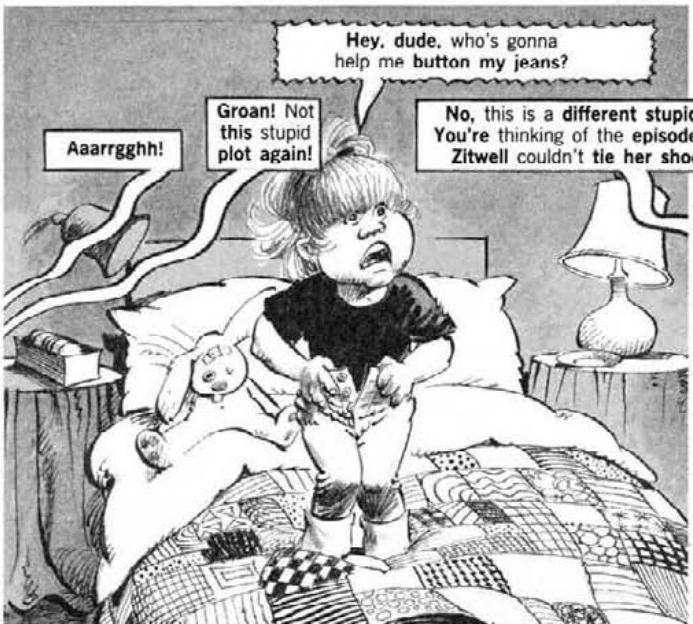
Let's not have that foul up we had last week!

Don't worry, the cue cards are all in place!

Forget the cue cards! Make sure that the air sickness bags are all in place or it's barf city!



Well, I saved the worst for last! A few actual scenes from the program! First, let's see how they played when we video taped them...



Or maybe the episode where she couldn't snap her hood...

Oh, yes! Of course! How stupid of me!



# THE LYRICAL LATIN LALAPALOOZA





The guy from your class who used to be a flaming liberal calls and says he's now selling tax-free municipal bonds.



You offer your old Rubik's Cube at a garage sale, and the neighbor kids don't know what it is.



Your childhood baseball idol gets elected to the Hall of Fame.



GROWING UP ALL OVER THE PLACE DEPT.

## 12 SURE SIGNS THAT YOU'VE



You read in the paper that Jane Fonda has a daughter who is only about five years younger than you assumed Jane Fonda to be.



You can recall when this season's new fashions were popular the first time.



Your friends stop regarding you as macho when you drink a lot, and start regarding you as a slobbering idiot.



The cop who pulls you over is a guy you went to grade school with.



You realize that 50,000,000 Americans are too young to recall a time when we had a President who wasn't a Republican.



Telephone solicitors give you their sales pitch instead of asking to talk to your mother.

# REACHED ADULTHOOD

ARTIST: RICK TULK

WRITER: TOM KOCH



The rock group you worshipped as a kid is now heard only as Muzak in medical building elevators.



You begin looking for tell-tale signs that you've inherited your father's baldness.



Your mother stops complaining that you're too young to go steady, and starts complaining that you still haven't made a commitment to anyone.



### IT'S A NO DARWIN SITUATION DEPT.

*Darwin's theory of evolution holds that human beings, with the exception of a few Republicans, progressed from monkeys and are forever moving forward in a constant state of change. But we*

# A MAD GUIDE TO

## COMEDY GROUP



The Three Marx Brothers



The Three Stooges



The Three Amigos

## TOP NATIONAL ISSUE



Civil Rights



Watergate



Flag Burning

## TV DOCTOR



James Kildare



Hawkeye Pierce



Doogie Howser

## ARCHITECTURE



The Pyramids



The Great Wall of China



Trump Tower

at MAD challenge this naive assumption! The truth is that society is rapidly deteriorating and things are getting progressively worse! You'll know just what we mean when you take a look at...



# DO DEVOULATION

WRITER: HY BENDER

## DOG ROLE MODEL



Lassie



Benji

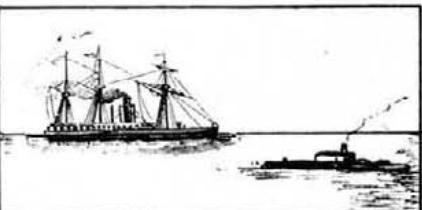


Spuds MacKenzie

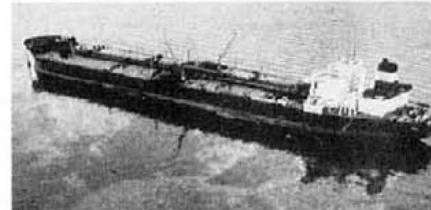
## FAMOUS SHIPS



The Nina, the Pinta,  
and the Santa Maria



The Monitor  
and the Merrimack



The Exxon Valdez

## CRUSADING JOURNALIST



Edward R. Murrow



Dan Rather



Geraldo Rivera

## NURTURING TV MOM



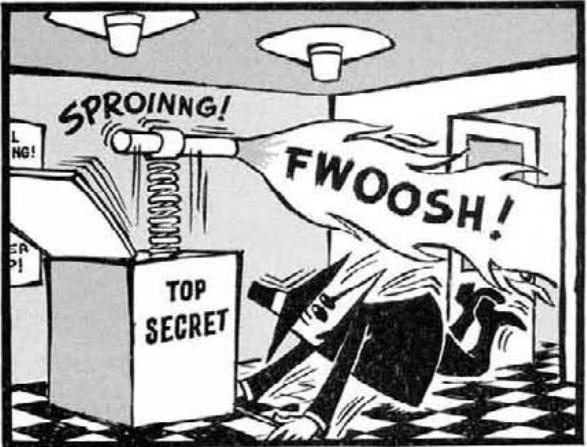
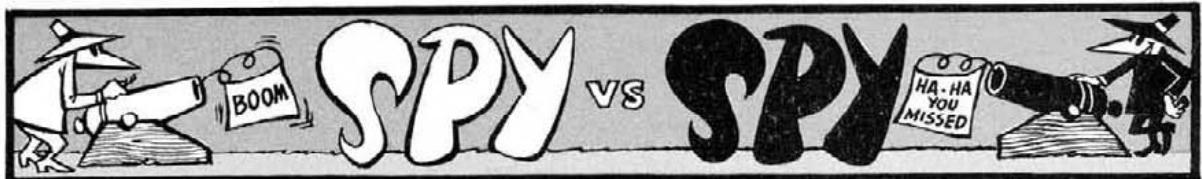
June Cleaver



Maude Findlay



Roseanne Conner



**SMOKE GETS IN THEIR LIES DEPT.**

It seems to us that lots of magazines are just like other magazines! For instance, *Newsweek* is a lot like *Time*, *Redbook* is a lot like *Good Housekeeping*, *Golf Digest* is a lot like *MAD!* One magazine, however, is unlike any other. It's published by a tobacco company and is full of veiled and open criticism of non-smokers and anti-smoking legislation. It portrays smokers as active, influential and healthy people who are in no way addicted to nicotine. Yes, it's a mouthpiece for the tobacco lobby, masquerading as a "lifestyle" publication! We call it...

SEPT. **CHOKE** \$2.95

The Magazine for People Who Enjoy Smoking—Published by the  
Company Dedicated to Keeping Them Hooked, Filled-up Morass Tobacco, Inc.

**SMOKING IS PERFECTLY SAFE:  
15 MORTICIANS TELL YOU WHY**

**CELEBRITY CHEST X-RAYS**

**SNEAKING SMOKES IN  
AIRLINE RESTROOMS: OUR  
EXPERT TELLS YOU HOW!**

**NOTED THEOLOGIAN  
SAYS JESUS  
WAS A SMOKER**

ARTIST: TOM BUNK  
WRITERS:  
CHARLIE KADAU AND JOE RAIOLA

**TEACHING YOUR PETS TO SMOKE—  
IT'S NOT JUST FOR CHIMPANZEEZ ANYMORE!**

# LIGHTING UP

NEWS STORIES FROM AROUND THE NATION

## Hospital Wises Up

Hooray to the administrators at St. Bartholomew's Hospital in Pickatown, Indiana, for lifting the ban on smoking in all of their operating rooms! Head Surgeon Dr. Grady Pounder says, "It's a lot easier to perform delicate eye surgery now, knowing that I won't have to rush through it so I can go outside for a smoke. Now I'm free to light up even before the patient's anesthesia takes effect."



## News Show Goofs

Here's another example of how the media distorts the smoking issue and gives smokers negative press that is unwarranted. In April, station WTTV, Little Rock, erroneously reported on its 6 PM newscast that it was a *smoker* who savagely slaughtered eight people while suffering from a severe nicotine fit. Investigations later revealed that the perpetrator was in fact *not* a smoker. It was a tobacco *chewer* who committed the horrific and senseless crime. WTTV has yet to apologize for the error.

## Special Day for Kids' Friend

Happy anniversary to Hank Smib, who portrays Puffy, the Smoking Clown. For the past 15 years, Puffy has entertained kids from coast to coast as he and his puppet friends "Regular" and "Menthol" entertain at schools and children's hospitals showing boys and girls how easy it is to smoke. Good work, Puffy!



## PUFF POLL®

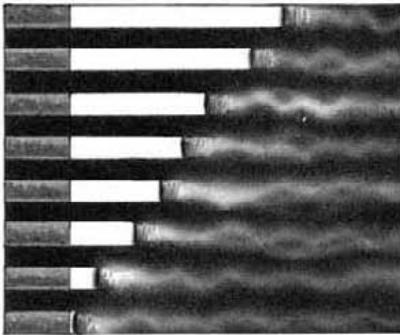
In each issue of CHOKE we ask a question of particular interest to smokers and invite our many readers to send in their responses.

### This Month's Question:

"What is the largest and/or most valuable object(s) you ever accidentally set on fire while smoking?"

In our last issue we asked, "How do you spend most of your free time?" This graph shows how our readers responded:

- |   |     |
|---|-----|
| Awaiting biopsy results . . . . .                       | 23% |
| Attending other smoker's funerals . . . . .             | 21% |
| Attempting to remove yellow stains from teeth . . . . . | 16% |
| Annoying non-smokers . . . . .                          | 9%  |
| Relaxing in an iron lung . . . . .                      | 5%  |
| Spitting up phlegm . . . . .                            | 3%  |
| Arguing with stewardesses . . . . .                     | 3%  |
| Learning to talk through hole in neck . . . . .         | 2%  |



# SMOKE SIGNALS

## LETTERS FROM OUR READERS

Congratulations on your fine magazine. I come from a large family that's been smoking for six generations. Every single one of my relatives is proud to be a regular and dedicated user of cigarettes, cigars or pipes. Last week we had a big family reunion which was attended by all four surviving members of our clan. My two-year-old niece was there and we'll be teaching her to smoke as soon as she's able to work the lighter without setting herself in flames.

Hal Stenchy  
Pembroke, IA

I'm a 55-year-old woman who's been smoking since age 12. To say I'm outraged by the newly passed smoking laws in my community would be an understatement! Because of my addiction to nicotine, I choose to smoke incessantly and cannot go five minutes without lighting up. Therefore, I can no longer go to indoor sporting events or use any public ground transportation. I can't go to movie theatres, libraries, banks, churches, stores, supermarkets or restaurants, nor can I fly with any airline. I've been trapped in my house since February of last year! Please help me!

Eleanor Butz  
Oak Ridge, NJ

*Eleanor—We're glad your letter didn't suggest anything as rash or crazy as quitting. Luckily, with cable TV and local delivery services, it's no longer necessary for an intelligent person such as yourself to ever leave home. We suggest the next time you feel the urge to go out into the cool fresh air—have a smoke!—Ed.*

I commend the editors of your magazine for their fair and unbiased reporting of the smokers vs. non-smokers controversy. You consistently present both sides of the issue in an evenhanded manner. I smoke myself and believe that smokers and non-smokers can coexist peacefully. That's why I just purchased a cheap handgun. If someone asks me not to smoke, I threaten them with it. They usually back off right away, but if they continue to goad me, I kill them.

It's always great to see your magazine in my mailbox! Thanks for the article about the hopelessly ill 90-year-old man who continues to smoke no matter what.

Reverend J. Hackard  
Pensacola, FL

**CHOKE** welcomes reader mail. Send your correspondence to: **CHOKE**, Box 12, Phlegmington, NJ 07295.

**CHOKE** reserves the right to edit all letters, which may include changing the writer's opinion so it more closely resembles our own.

# SMOKER'S MARKETPLACE

## NEW PRODUCTS OF SPECIAL INTEREST TO NICOTINE ENTHUSIASTS

### Ted's Tobacco Drink

From Ted's of North Carolina, maker of Ted's Tobacco-Scented Underarm Deodorant and Shampoo, comes Ted's Tobacco Drink. Each 8 oz. serving contains all the tar and nicotine of a full carton of Marlboros. "It's tobacco you can drink," says Ted, "with real bits of used filters and spittle mixed right in. Mmmmm! If you're someplace where you can't light up, drink up!" The easy-pour bottle makes it great for picnics and hiking. (Retail \$8.95 per gallon. Dealer inquiries welcome.) **Ted's of North Carolina, P.O. Box 85, Swamp, MA.**



### The Bottomless Ashtray™



After years of research, PuffCo has introduced The Bottomless Ashtray™. Now you'll no longer have to waste valuable smoking time emptying pesky conventional ashtrays. Each Bottomless Ashtray™ can hold up to two years worth of the ashes, butts and matches of even the most severely addicted chain smoker. And of course, a pile of smoking waste that large will fill your entire home with the lingering, unmistakable aroma of old tobacco, gently reminding you that it's time to light up another one. (Retail \$29.95) **PuffCo, 82-67 Debris Ave., Fume, OK.**

### reBUTTals

In each issue of **CHOKE** we present some clever, thoughtful and witty comebacks you can use when a crass, insensitive bully tries to infringe on your Constitutional right to smoke wherever and whenever you want. Remember these lines, use them and have fun!

#### SITUATION: On a Supermarket Checkout Line

**MILITANT NON-SMOKER:** Please sir, stop smoking. My child has asthma.

**CLEVER RESPONSE:** Oh yeah? If your kid doesn't like smoke, why doesn't he stop coughing and tell me himself?!

#### SITUATION: In a Restaurant

**RUDE ANTI-SMOKING ACTIVIST:** Ma'am, I wish you wouldn't put your cigarette out in my salad. I'm not finished with it.

**CLEVER RESPONSE:** Say one more word to me and I'll throw scalding coffee in your face!

#### SITUATION: At a Gas Station

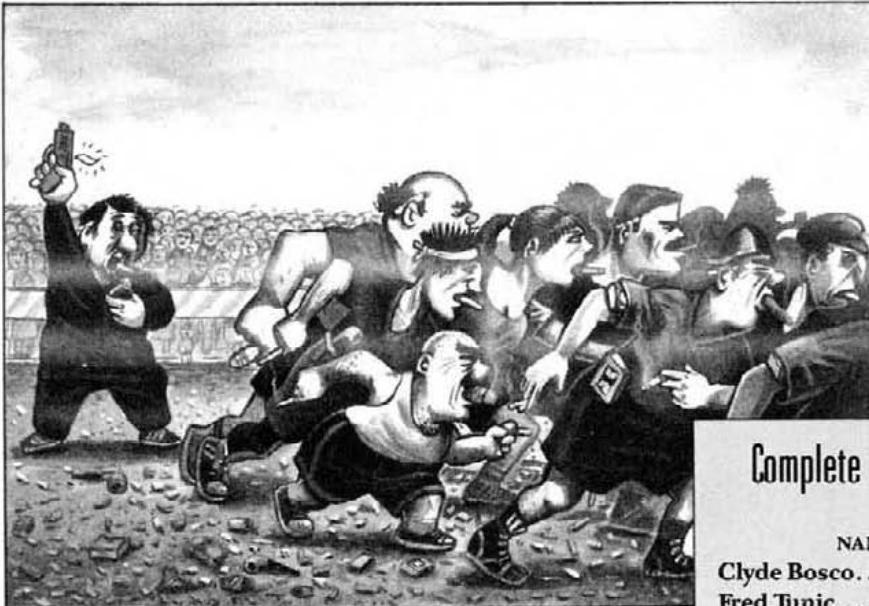
**DUMB OBNOXIOUS CRETIN:** Excuse me, it's very dangerous to smoke while you're pumping gas. Maybe you should put it out.

**CLEVER RESPONSE:** Fascist idiots like you make me sick. Maybe you'd prefer it if I vomit on your pants!

# CHOKE PHOTO SPOTLITE

THE FIRST ANNUAL RJ 100

New York City was the setting last June 12th for the first ever RJ 100, the smokers-only marathon. The 100 block (five mile) race was the brainchild of RJ Tobacco Chairman Harold Wankstatter, who was tired of hearing that smokers don't have the endurance or stamina to be top athletes. To prove the critics wrong, Wankstatter insisted: 1) that all entrants in the race had to be full-time smokers for at least 10 years, and 2) that they smoke cigarettes, cigars or pipes throughout the race. As these photos show, the event was a real smoker!



A determined and enthusiastic field of runners awaits the starter's gun at the beginning of the first annual RJ 100. They were grateful for the weather conditions that day, which were rumored to be clear and sunny outside the thick, dark cloud of pungent tobacco smoke surrounding them.



A race on the scale of the RJ 100 would not be possible without the help of many dedicated volunteers. Here, at one of the numerous Lighter Stations along the course, "Smoker's Helpers" assist the runners in lighting up while they're on the go go GO!



RJ Tobacco Chairman Harold Wankstatter proudly presents the winner's trophy to first place finisher Clyde Bosco. Clyde became the first runner to cross the finish line when the ambulance rushing him to St. Luke's Intensive Care Ward veered onto the course and broke the tape. Clyde was in the ambulance because he had collapsed less than 500 feet into the race. Congratulations, Clyde, from everyone at CHOKE!

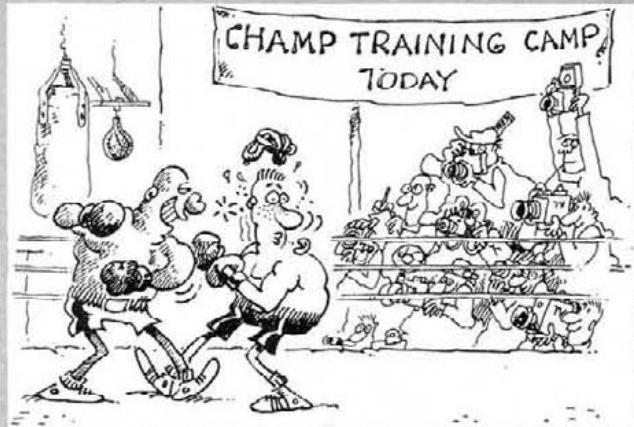
## Complete Results of RJ 100 Smoker's Marathon

NAME	HOURS/MINUTES/SECONDS/10ths
Clyde Bosco .....	1:04:32.8
Fred Tunic .....	Unable to complete race: <i>Chest pains</i>
Betty Huffo .....	Unable to complete race: <i>Asthma attack</i>
Hank Scrawny .....	Unable to complete race: <i>Collapsed lung</i>
Wilson Pitts .....	Unable to complete race: <i>Accidentally swallowed pipe</i>
Janet Scuzzman .....	Unable to complete race: <i>Became dizzy</i>
Hans Brickface .....	Unable to complete race: <i>Couldn't stop coughing</i>
Hank Scrawny, Jr. ....	Unable to complete race: <i>The shakes</i>
Mildred Thickening .....	Unable to complete race: <i>Fainted</i>
Red Nasalhair .....	Unable to complete race: <i>Trampled while catching breath</i>
Ted "Butch" Warper .....	Unable to complete race: <i>Blood vessel exploded</i>
Phil Tertips .....	Unable to complete race: <i>Blacked out</i>
Fung Lee Goo .....	Unable to complete race: <i>Became disoriented; fell in river</i>
Wendy Pork .....	Unable to complete race: <i>Ashes flew into eye</i>
Clive Squashy .....	Unable to complete race: <i>Slipped on carton of Viceroy</i>
Tucker Fester .....	Unable to complete race: <i>Had Chemotherapy appointment</i>

(List Continued on Page 101)

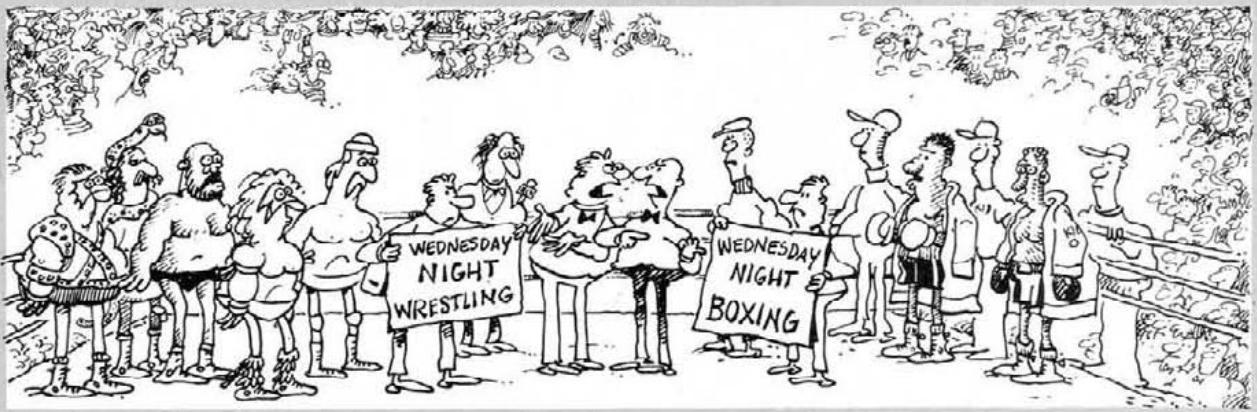
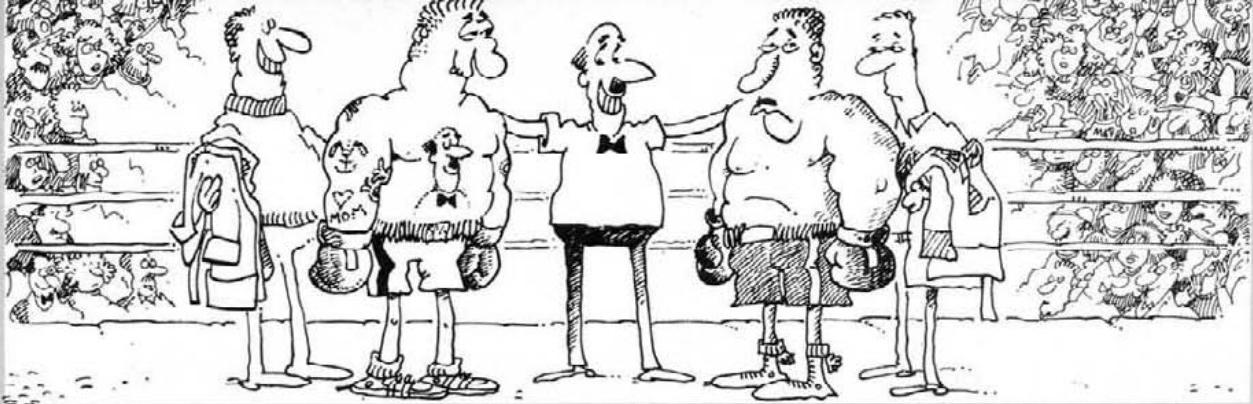
# A MAD LOOK AT BOXING

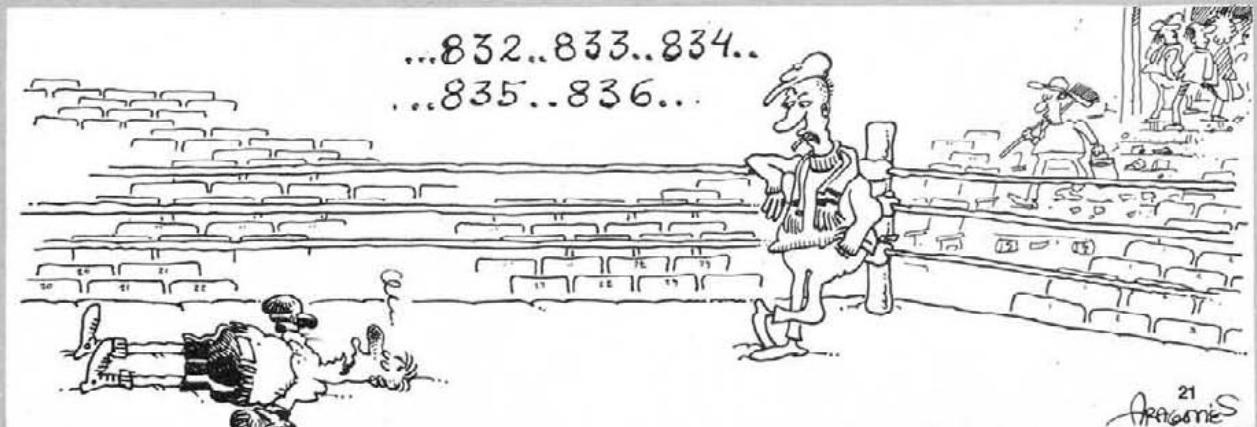
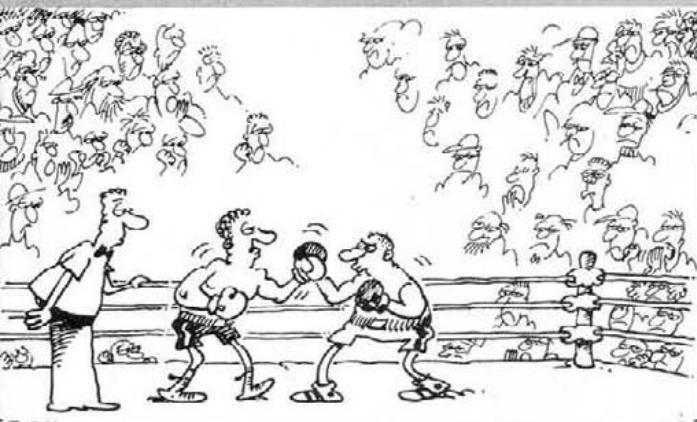
1.2..3



ARTIST AND WRITER: SERGIO ARAGONES







#### ALPHABET POOP DEPT.

It's a well-known fact that big businesses spend millions of dollars every year trying to create just the right image for themselves. But of course, these images are completely mis-

# WHAT CORPORATE INITI



Mindless Trashy Videos



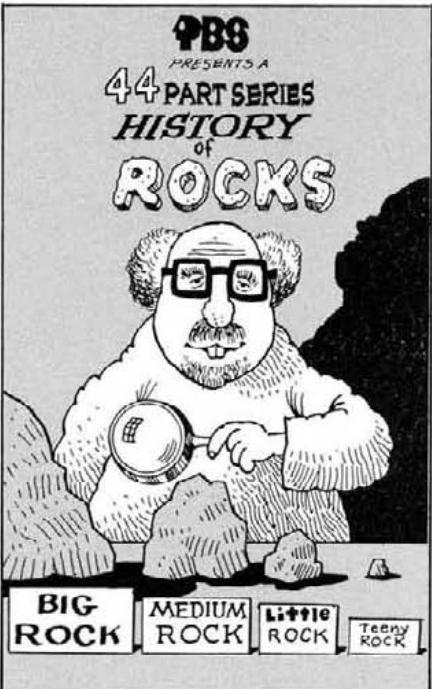
Covering Needless News



Over Pricing Every Can

HBO	
THIS MONTH'S SCHEDULE	
WEEK ONE	WEEK TWO
9AM <i>Ishuar</i>	9AM <i>Funny Farm</i>
12PM <i>Feds</i>	12PM <i>Club Paradise</i>
3PM <i>Casual Sex?</i>	3PM <i>Caddyshack II</i>
6PM <i>Heaven's Gate</i>	6PM <i>Police Academy IV</i>
9PM <i>Sunset</i>	9PM <i>Spacecamp</i>
12AM <i>Let's Get Harry</i>	12AM <i>Ironweed</i>
2AM <i>The Whoopee Boys</i>	2AM <i>Clean &amp; Sober</i>
6AM <i>Who's Harry Crumb?</i>	6AM <i>Batteries Not Included</i>
WEEK THREE	WEEK FOUR
9AM <i>Scandal</i>	9AM <i>Up the Academy</i>
12PM <i>Hot to Trot</i>	12PM <i>The Fly II</i>
3PM <i>Burglar</i>	3PM <i>Earth Girls Are Easy</i>
6PM <i>The Telephone</i>	6PM <i>Leonard Part 6</i>
9PM <i>Clue</i>	9PM <i>And God Created Women</i>
12AM <i>Arthur II</i>	12AM <i>Oh Heavenly Dog</i>
2AM <i>Skin Deep</i>	3AM <i>F.I.S.T.</i>
6AM <i>Slaves of New York</i>	6AM <i>Mannequin</i>

Hundreds of Bad Offerings



Pretty Boring Stuff



World's Wealthiest Fakers

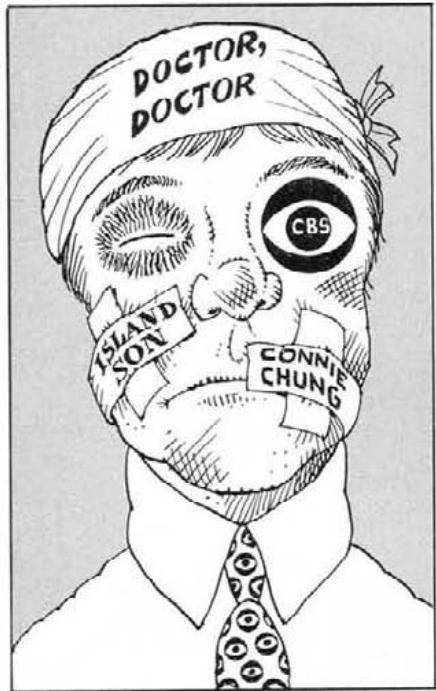
leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will *always* reveal the true nature of the organization they stand for! Here's...



# WHAT'S REALLY STAND FOR

ARTIST: AL JAFFEE

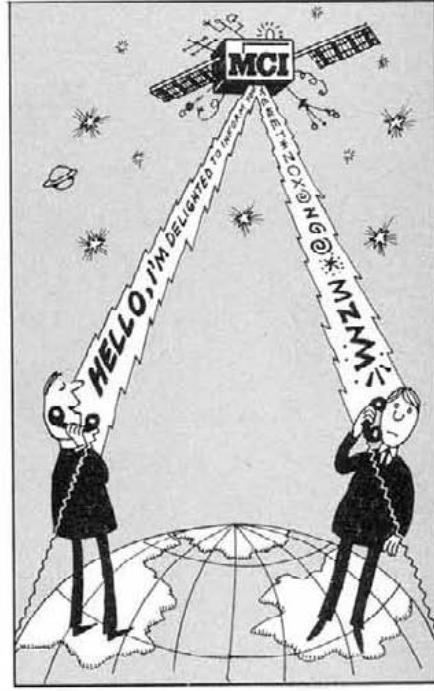
WRITER: MICHAEL GOODWIN



Countless Bad Shows



Needs Bill Cosby



Making Communications Inaudible



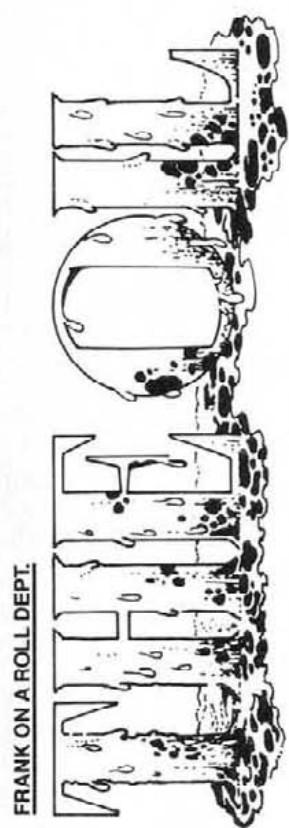
A Bland Channel



Preachers Taking Loot



Making Americans Dumber



[With a crude apology to Edgar Allan Poe]

See the derricks pumping oil—

Foreign oil!

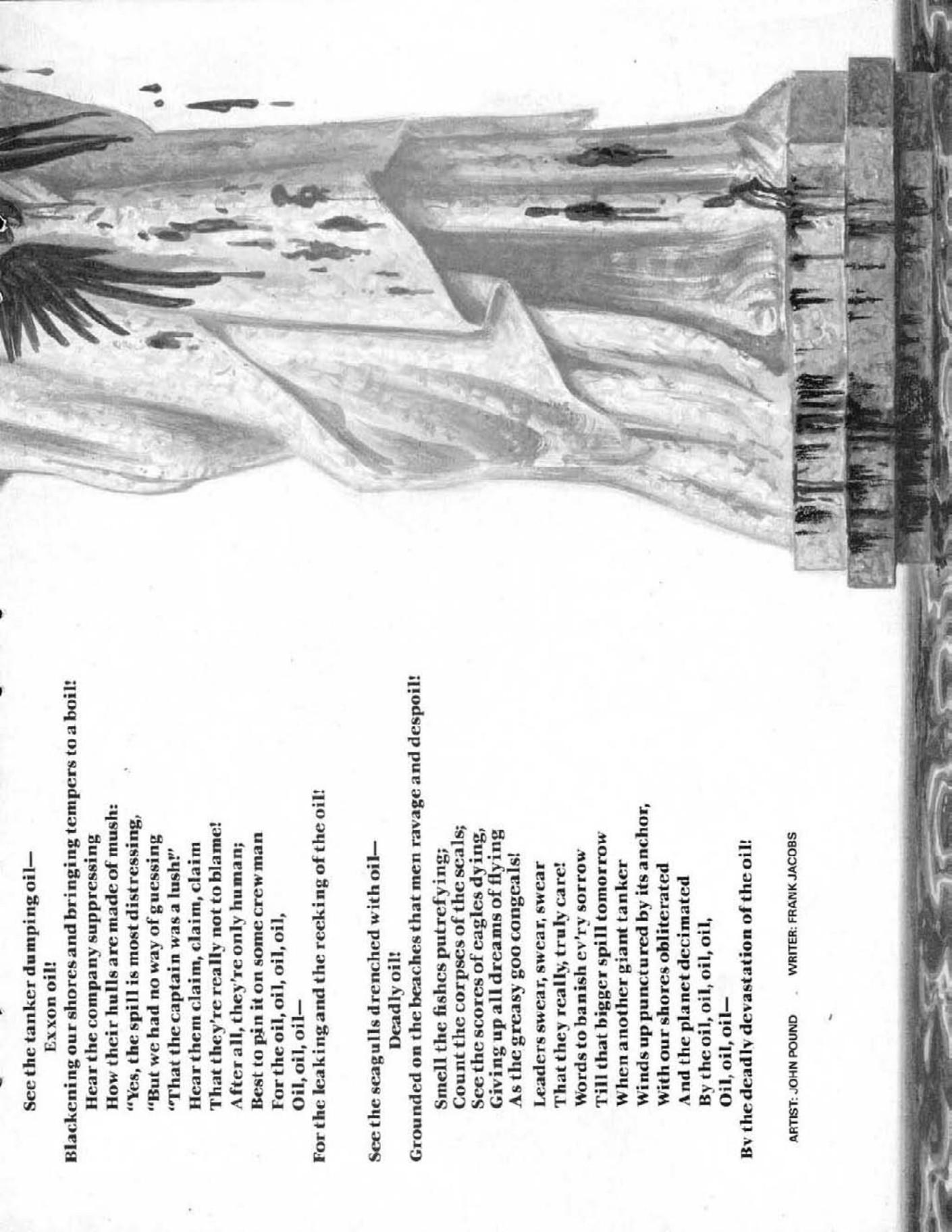
Gobs of gallons gushing from beneath the desert soil!  
Huge monopolies are drilling,  
Which for them is mighty nice,  
When their pockets they are filling  
And it's they who make the killing  
And it's we who pay the price!  
Hear them gloat, gloat, gloat  
'Cause they've got us by the throat,  
And each dollar, yen and kopeck  
Feeds the greedy bunch at OPEC  
For the oil, oil, oil, oil,  
Oil, oil, oil—  
For the money-grubbing moguls with the oil!

See the pipeline full of oil—

U.S. oil:

Built to last a lifetime after years of sweat and toil!  
Many millions we were spending,  
And although the cost was great,  
Soon our problems would be ending  
'Cause we wouldn't be depending  
On the Saudis or Kuwait!  
See it last, last, last—  
Oops! I guess we spoke too fast:  
Leaks are springing up all through it;  
Seems the builders kind of blew it  
With the oil, oil, oil, oil,  
Oil, oil, oil—  
Just another major screw-up with the oil!





See the tanker dumping oil—

Exxon oil!

**Blackening our shores and bringing tempers to a boil!**

Hear the company suppressing  
How their hulls are made of mush:  
"Yes, the spill is most distressing,  
"But we had no way of guessing  
"That the captain was a lush!"  
Hear them claim, claim, claim  
That they're really not to blame!  
After all, they're only human;  
Best to pin it on some crew man  
For the oil, oil, oil, oil,  
Oil, oil, oil—

For the leaking and the reeking of the oil!

See the seagulls drenched with oil—

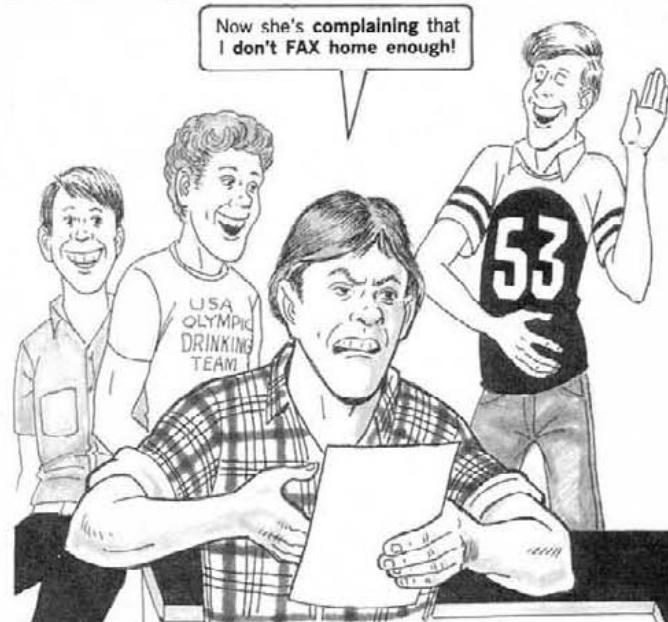
Deadly oil!

**Grounded on the beaches that men ravage and despoil!**

Smell the fishes putrefying;  
Count the corpses of the seals;  
See the scores of eagles dying,  
Giving up all dreams of flying  
As the greasy goo congeals!  
Leaders swear, swear, swear  
That they really, truly care!  
Words to banish ev'ry sorrow  
Till that bigger spill tomorrow  
When another giant tanker  
Winds up punctured by its anchor,  
With our shores obliterated  
And the planet decimated  
By the oil, oil, oil, oil,  
Oil, oil, oil—

**By the deadly devastation of the oil!**

## COMMUNICATION



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## MODERN MARRIAGE





ARTIST & WRITER:  
DAVE BERG

# R SIDE OF...

## GOALS



# EMPLOYMENT



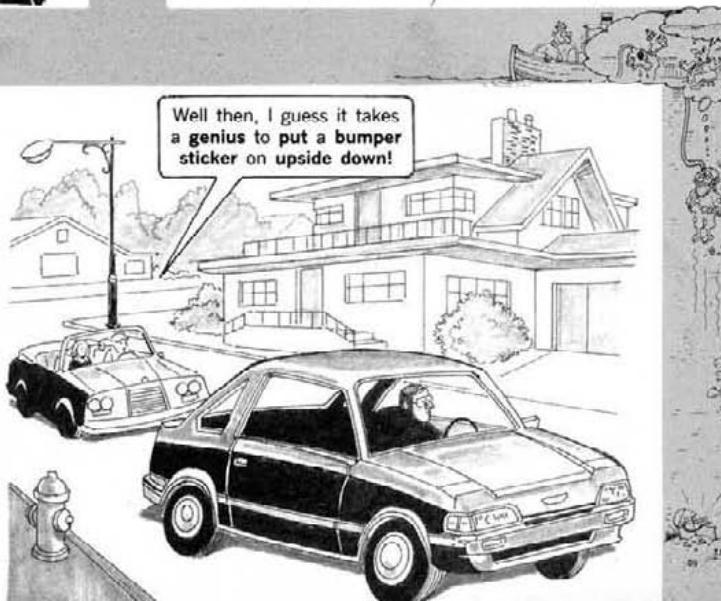
# WAITERS



# EDUCATION



# BUMPER STICKERS



## GUNS



## SHOPPING



## TOYS



# THE OFFICE



## MODERN FINANCE



## DOCTORS



This Kickoff is  
brought to you by ...  
**BUDWEISER**



ENDORSE OF A DIFFERENT COLOR DEPT.

This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs and the like, but you can bet your Miller-Lite Beer mug that there will come a day pretty soon...

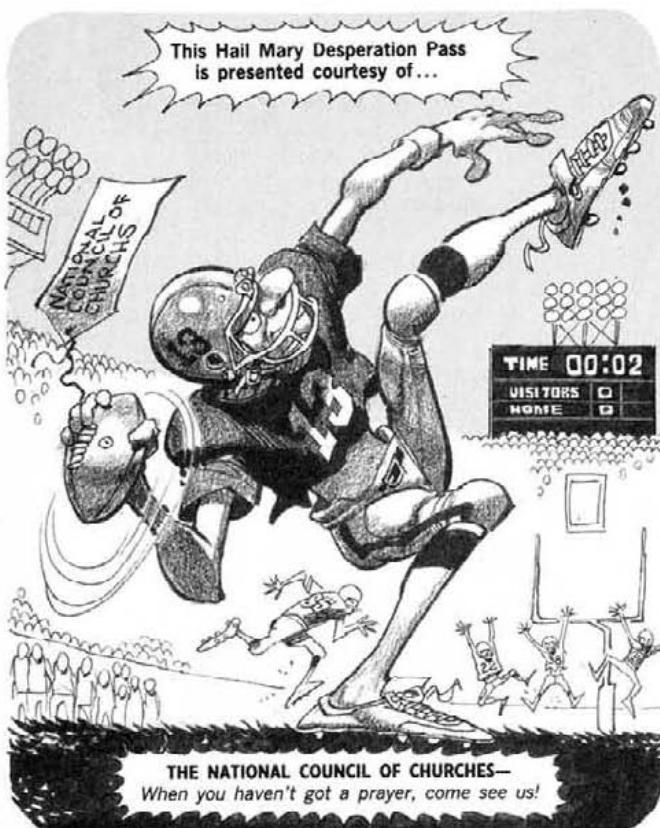
# WHEN TV SPORTS ADVERTISERS decide to “SPONSOR” MORE than just KICKOFFS & HOME RUNS

ARTIST: JACK DAVIS

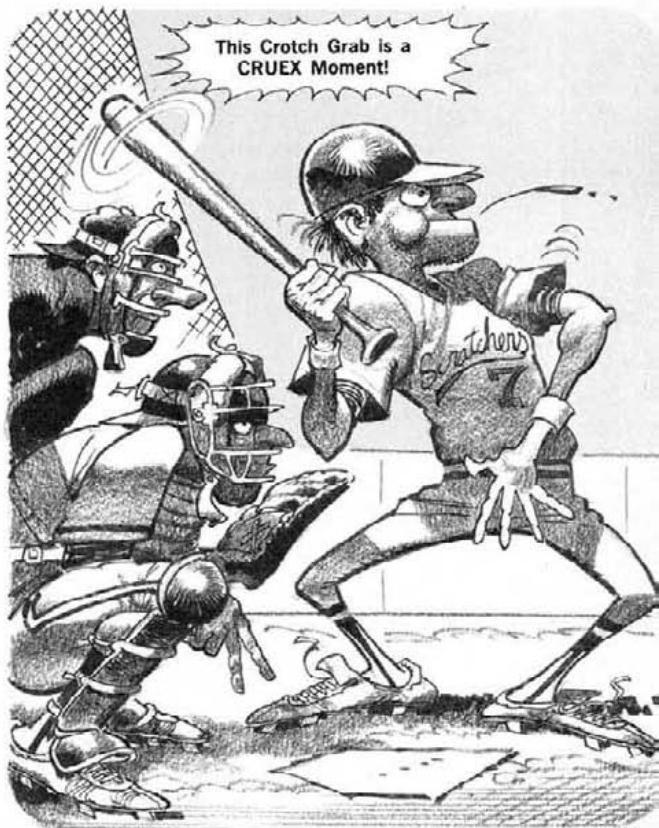
WRITER: MIKE SNIDER



This Hail Mary Desperation Pass  
is presented courtesy of ...



This Crotch Grab is a  
CRUEX Moment!



THE NATIONAL COUNCIL OF CHURCHES—  
When you haven't got a prayer, come see us!

Let's look at that play again on the U.S.  
Postal Service Slow Motion Replay...



**THE U.S. POST OFFICE—**  
If you think we move slow, take a look at these guys!

Time for another Obscenity-Filled  
Tirade sponsored by...



**THE AMERICAN CIVIL LIBERTIES UNION—**

Protecting the right of Americans to rant and  
rave, regardless of race or winning percentage!

Coverage of this Locker Room  
Celebration is sponsored by...



**GLADE AIR FRESHENER—**  
Strikes out even major league odors fast!

The following "Hi Mom!" is  
brought to you by...



**HALLMARK GREETING CARDS—**

If you can't say it on national TV, say it with HALLMARK!

This Crowd Shot is  
presented by...



**PSYCHOLOGY TODAY MAGAZINE—**  
Where you read about lunatics, not sit among them!

This Surprise Visit by a TV actor plugging  
his new show is a presentation of...



**MIRACLE-GRO FERTILIZER—**

Pile it on thick and heavy for best results!

This "Wave" is  
presented by...



This Off-Sides Penalty is  
brought to you by...



This Gruesome Compound Fracture is brought to you  
over and over, from every possible angle, by...



Another PENTHOUSE  
Magazine Moment!



This L.A. Laker Courtside Camera  
pan is presented by...



It's another Below-the-Belt Jab  
brought to you by...



# THE TORTUROUS TRAPEZE TRAVESTY

CHICK, YOU SAID YOU WANTED AN ACT THAT'LL KNOCK YOUR SOCKS OFF, RIGHT? WELL, I'VE GOT A GREAT TRAPEZE ACT FOR YOU--THE **FIVE SCREAMING ZAMBINIS!**

CHICK GLITZ  
CIRCUS ACTS INC.

A TRAPEZE ACT?  
I SAID I WANTED A  
**BIG CATS ACT!**

LISTEN, CHICK,  
THAT'S WHY  
THEY'RE CALLED  
THE **FIVE SCREAMING ZAMBINIS!**

THUMP!





Yo, chumps, it's me, I-ron Mike, the Champ! Or as I should say, Former Champ! Man, after that Buster Douglas knocked me on my butt in Tokyo. I decided I'd better find a new line of work! I heard about a job for a huge, ugly man with a poor grasp of English, but Johnny Carson already has a sidekick! So now I work for MAD!



I'm Don Kink, the famous fight promoter, manager, entrepreneur and hustler! I'm acting as co-host 'cause there's no way I'm gonna let my main meal ticket get within a mile of a lawyer unless I'm there to protect him! I mean, some of the stuff they pull is enough to make your hair stand on end! You'll see why as...

SLIDING DOWN THE BARRISTER DEPT.

# MAD VISITS A MODERN DAY LAW SCHOOL

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE



I'm Dean Litigate! Welcome to the Real World Law School!

I used to watch the old TV show *Paper Chase*. Those dudes were taught about truth and justice. Is that what you teach here?



Don't be silly! Our students are trained to become lawyers, not comic book heros! Besides, the only paper a lawyer ever chases is colored green!

I sure don't have any problem relating to that!



Our buildings are named after lawyers who served the nation with honor. That's the Richard Nixon Student Center, the Spirio Agnew Library, the Sam Pierce Dorm, the Jim Wright Hall and the Senator Al D'Amato Gym!



You should have named somethin' afta my favorite lawyer, Perry Mason. He's unbeaten, like I used to be!



Champ, no lawyer ever loses, even if his client goes to jail! He still gets paid and a guilty verdict means an appeal and that means more money. That's what makes law such a marvelous profession!

BUST WHOP

The students work out so they can get in shape for **chasing** down ambulances! Ha ha, that's a joke!  
Actually, it's a lawyer's job to arrive at the scene of an accident as soon as possible in order to help those lucky people!

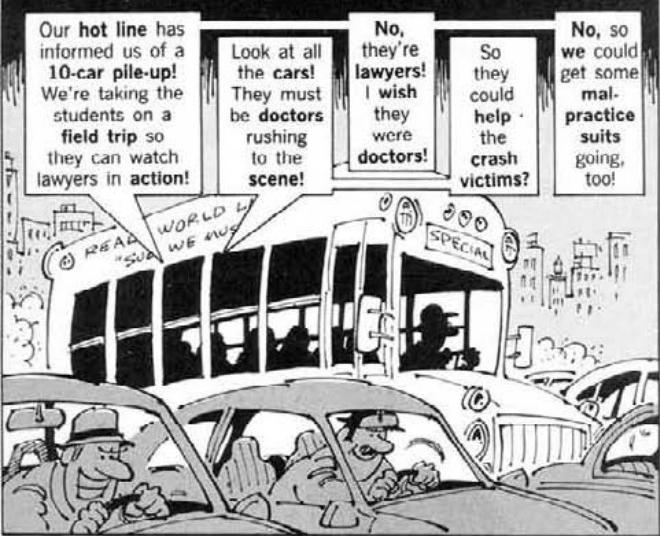
What's so lucky about bein' in a accident?

With the right lawyer a minor accident can be like winning the lottery! In these days of seven-figure insurance settlements, you have a shot at becoming an instant millionaire!

Yeah, but you shysters take a big hunk of any settlement money!

We're entitled! We do all the work! All the client has to do is lie there and bleed—sort of like your opponents, Mike!

Sure, there's nothin' wrong with a middle man getting a big piece of the action! Trust me on this one!



Being a lawyer isn't all gravy! We're supposed to donate 20 hours a year of free legal service.

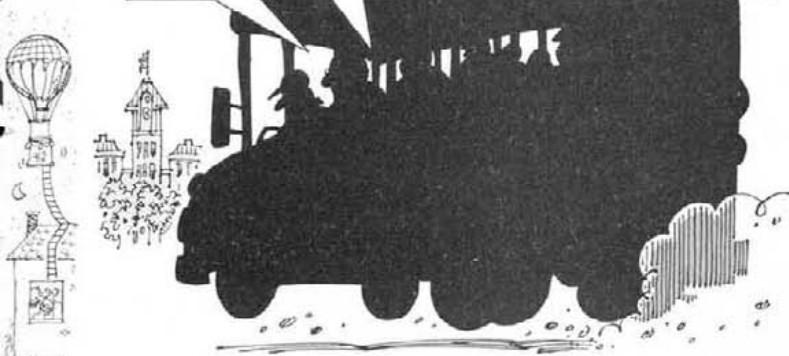
So what's the big deal? I do a lot of fighting for free!

No—on the streets of New York at two in the morning! I also fought my wife and thought it was a freebie, but after her lawyers got through with me she became my highest paid opponent!

Now that we're back in a classroom, please be quiet! These students are taking an exam in Legal Ethics. Notice there are no teachers or monitors present!

So, you're teaching them the honor system!

No, we're teaching them to cheat! How else will they become competitive and successful?



What happens if you find out a lawyer is stealing from a client?

Then he's punished by the Bar Association for violating one of the most important commandments!

Oh, you mean "Thou shalt not steal"?

No, I mean "Thou shalt not get caught"!

Mr. Jones died and left his estate valued at \$250,000 to his wife. How much will she actually receive?

Hey, I'm no Yahoo Serious but even I could figure that out—\$250,000!

I'm afraid you'd never make a decent lawyer!

She wouldn't receive anything! We'd use up the entire estate in legal fees!

Then we'd hit her with a bill for services that weren't covered by the estate!

Beautiful! Talk about the old 1-2 sucker punch!

THE LAW IS AN ASS  
AN IDIOT.  
—DICKENS

I got sent to reform school for rippin' off ten bucks from some old lady, and look what you guys get away with!

That's what law school is all about! You learn to rip people off but you do it legally! That's what makes you a professional!

Communicating with people is an important part of a lawyer's training!

So he can make a plea before a jury?

No, so he can make small talk with a client. Based on our minute-by-minute rates, just saying, "Good morning, how's the family?" can cost a client a few hundred dollars!

HAVE A NICE DAY  
WHAT'S NEW  
HOW'S IT GOING

KILL ALL THE LAWYERS  
—STEARE

We're going to observe a trial so the students can get some practical courtroom experience. The defendant is accused of murder!

Do you think the dude is guilty?

Does Roseanne Barr have cellulite? The lawyer's job is to get him off!

Yeah, but once he's back on the street he might snuff somebody else!

That's the name of the game—another trial, another fee!

We have the defendant's confession, the murder weapon with his prints on it and a video tape of the actual crime!

That sucker's got about as much chance as my next opponent!

He'll be going away for a long time!

You've never heard of plea bargaining? Lawyers become judge and jury and plea down the case to something minor like speeding while fleeing the scene of a crime!

INDE UNTO YOU, YE LAWYERS, LUKE

Your Honor, my client was not advised of his rights, he wasn't allowed to make a phone call and the bank videotaped him without his permission!

The evidence against him is therefore inadmissible! Case dismissed!

Now his lawyer will sue the city for false arrest!

That's called the "technicality defense." If your client is guilty as sin, then exploit the loopholes in the law to get him off anyway!

Man, who lets these stupid loopholes exist?

Congress! And they're all lawyers! I guess they figure that they'll need to use the loopholes themselves sooner or later!

Will you gentlemen excuse me, I have to join my colleagues on the picket line. We're protesting the government's policy of seizing the assets of drug dealers!

You mean you guys favor the druggies?

No, but if they take all the guy's money, how can he pay our fat legal bills?

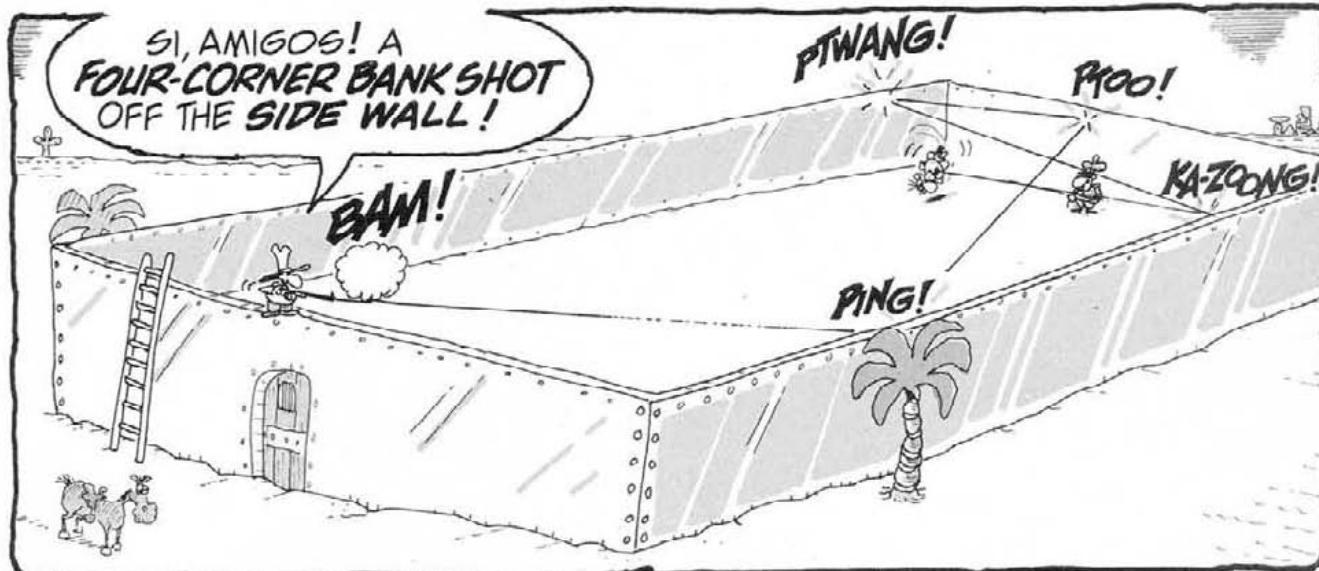
Let's split, man! Even the smell of sweaty clothes and dirty socks will seem good compared to this place!

No, to the MAD office! This is I-ron Mike...

And Don Kink, signing off!



# THE SADISTIC SHARPSHOOTER'S STUNT

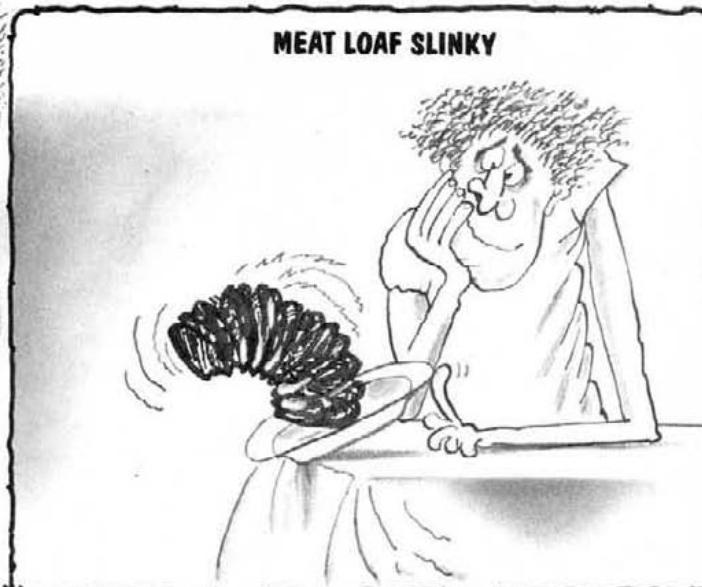


HOT DOG SPACE SHOT



# FOO WITH

MEAT LOAF SLINKY



FRESH VEGETABLE CHESS



HOT CAKES AND BUTTER LAS VEGAS SHUFFLE



# LING FOOD

ARTIST AND WRITER: PAUL PETER PORGES

## CHICK PEAS VS. GREEN PEAS ROLLER DERBY



## MASHED POTATOES AND GRAVY DANCING FOUNTAINS



## CORN-ON-THE-COB SAMPLERS



## MEATBALL JACKS



FRENCH FRIES PICK-UP STICKS



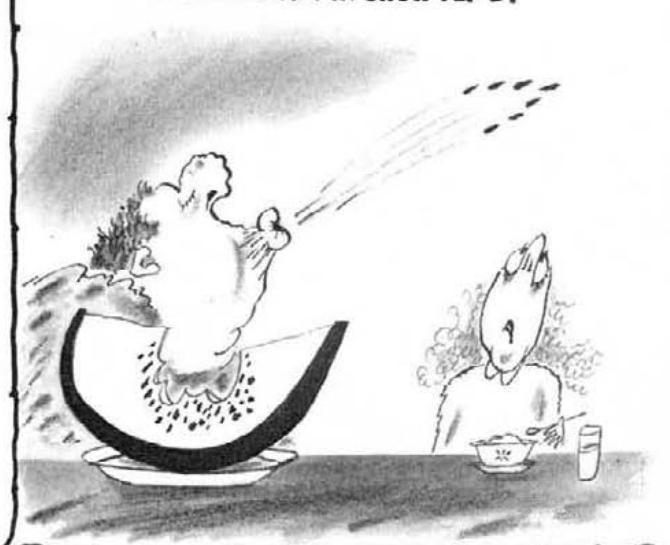
BRUSSELS SPROUTS EXTRA POINT KICKS



GRILLED CHEESE CAT'S CRADLE



WATERMELON AIR SHOW FLY-BY



CHICKEN WING BOOMERANG



CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE



A SHOW OF DEFECTION DEPT.

One of the year's biggest hits is a film that was out of date even before it came out! It is a story about the Cold War (remember that?) released just as the Russian Empire was falling apart. Current events make this new film a piece of nostalgia. The entire thing was really a...

# HUNT FOR LAST OCTOBER

ARTIST: ANGELO TORRES

WRITER: STAN HART

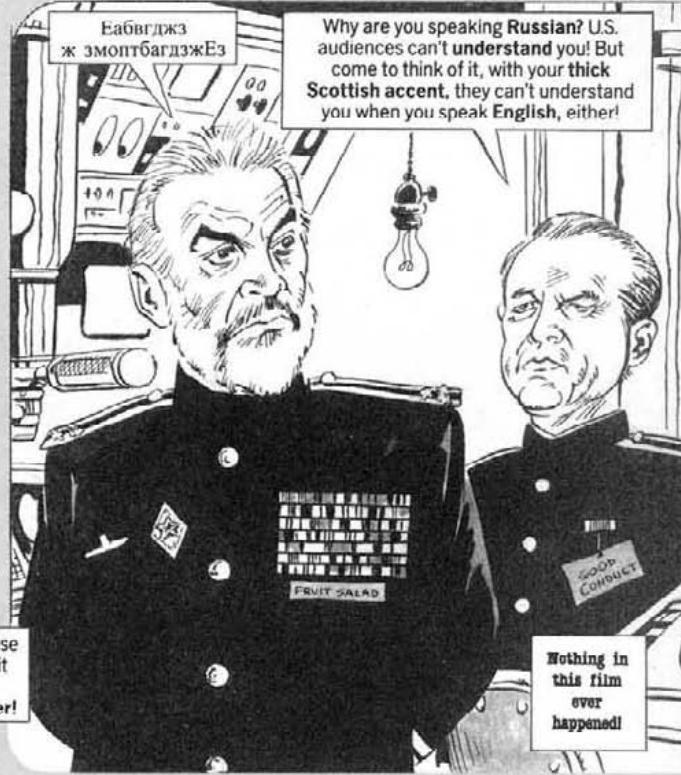
I heard this movie has a lot of suspense!

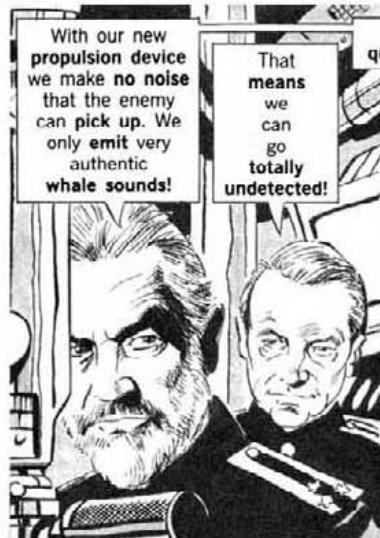
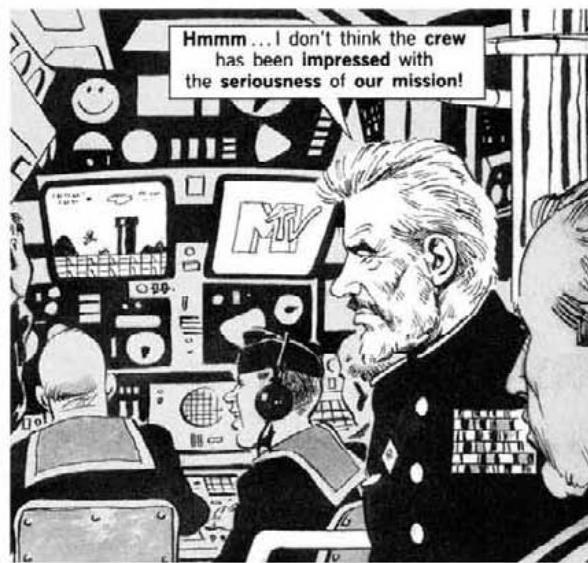
Yeah. You're never sure if it will ever end!

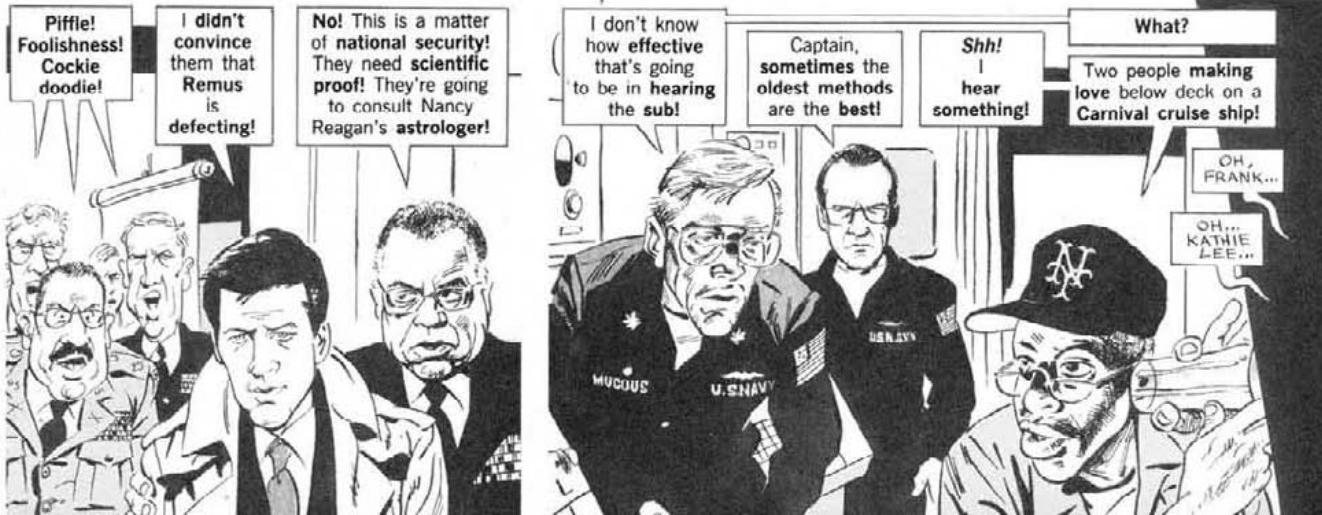
I held my breath through most of this picture!

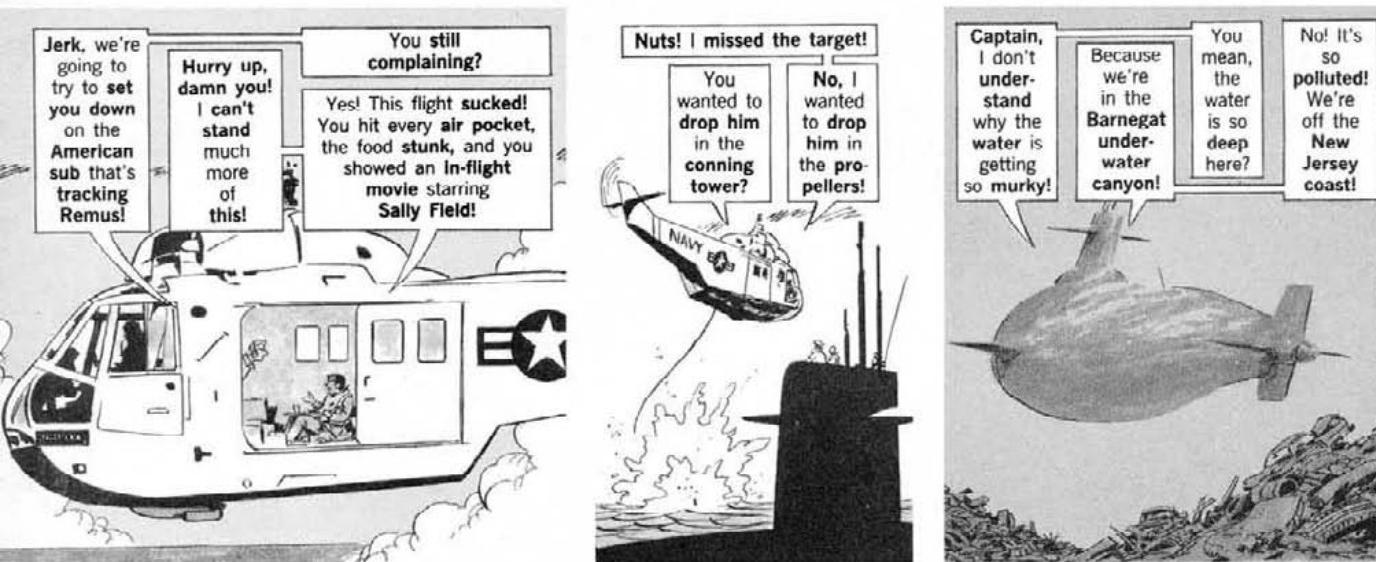
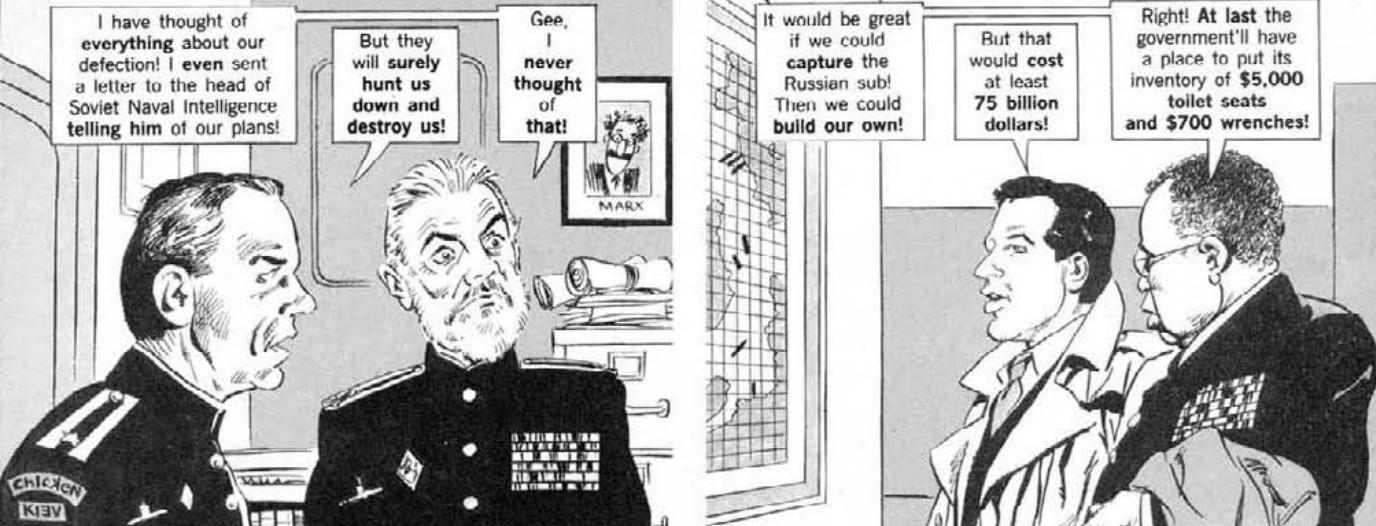
Because it was so exciting?

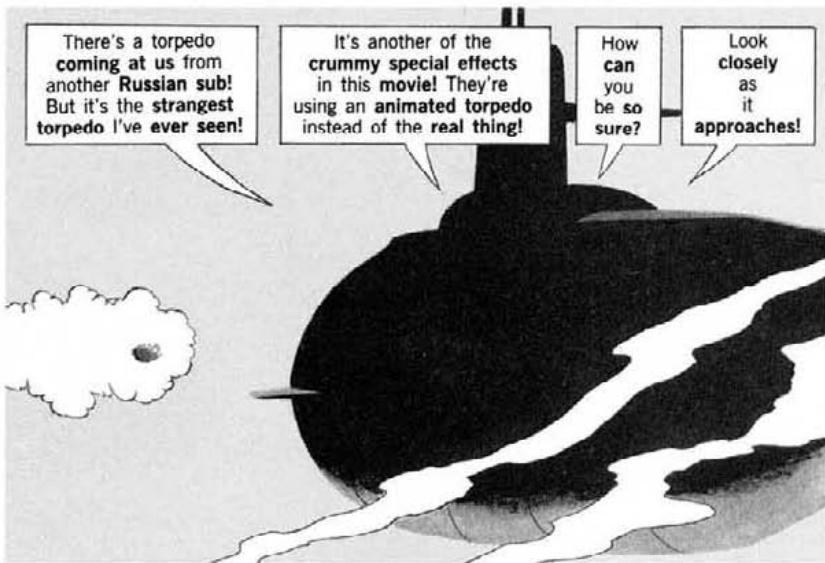
No, because most of it was underwater!











STRING FEVER DEPT.

When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at MAD! We are the official keeper of the list of...

# UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER

WRITER: DAN BIRTCHE



PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



SYMPHONY FOR DRYER



CONFUSING THE DRUNK

**WHAT IS  
THE MOST  
SICKENING  
TREND IN  
MOVIES  
TODAY?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



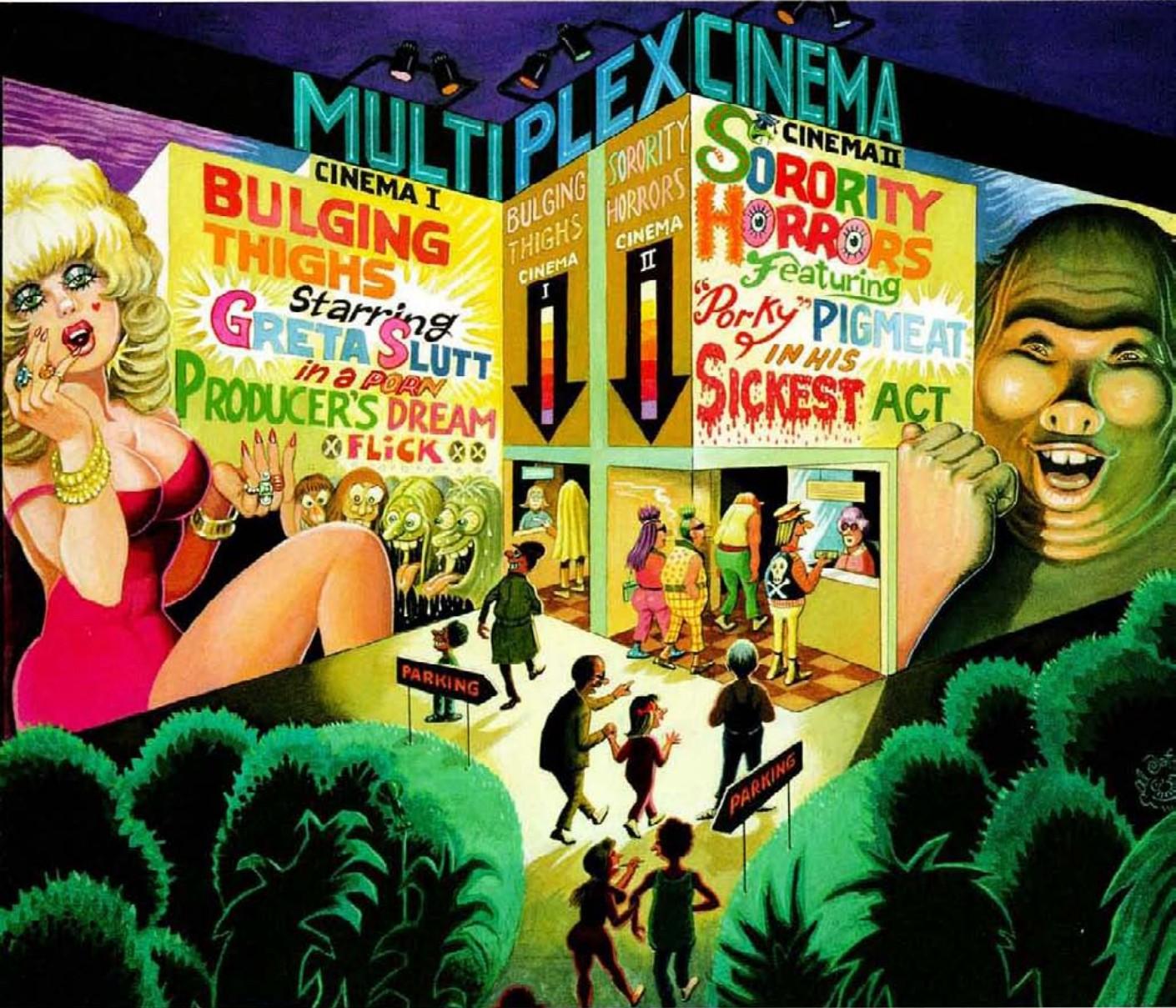
FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MER-  
CILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS  
IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

◀ B

# A MAP WE'RE SOON LIKELY TO SEE!

